

Application No.: 10/675,234

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Docket No.: 324212003600

AMENDMENTS TO THE CLAIMS

Claim 1 (Previously presented): A method for arranging search results comprising:
capturing sales information associated with a document, wherein the document was
returned in a search result set formed in response to a search term;
determining relative responsiveness, compared with other members of the search result
set, of the document to the search term based on the sales information and on a position of the
document in an ordering of the search result set;
generating a score for association with the document reflecting the relative
responsiveness of the document to the search term; and
using the score to affect a response to a subsequent search.

Claim 2 (Cancelled)

Claim 3 (Previously presented): The method of claim 1, wherein the subsequent search uses
the search term, and the response includes a search result set, the ordering thereof affected by use of
the score

Claim 4 (cancelled)

Claim 5 (Previously presented): The method claim 1, further comprising adjusting the score
to account for a specific knowledge of the document.

Claim 6 (Previously presented): The method claim 1, further comprising adjusting the score
to account for a specific knowledge of the search term.

Claim 7 (Previously presented): The method of claim 1, further comprising applying the
score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

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